The Harmony Project - Social Media Policy

Lead	The Harmony Project Leadership Team
Policy prepared by	Asia Pryjda, Emilie Martin & Clare Long
Policy approved by Director	Richard Dunne
Signed by Director	*Richard Dunne*
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A guide for staff on using media to promote the work of The Harmony Project and in a personal capacity.

Contents

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www.theharmonyproject.org.uk
@HarmonyOrg UK

Introduction

What is social media?
Social media is the term given to web-based tools and applications which enable users to create and share content (words, images and video content), and network with each other through the sharing of information, opinions, knowledge and common interests. Examples of social media platforms include: Facebook, LinkedIn and Instagram.

Why do we use social media?
Social media is essential to the success of communicating The Harmony Project's work. It is important for staff to have the choice to participate in social media and engage with our audience, participate in relevant conversations, and raise the profile of The Harmony Project.

Why do we need a social media policy?
The difference between a personal and professional opinion can be blurred on social media, particularly when discussing issues relating to the work of The Harmony Project. Whilst we encourage the use of social media, we have certain standards, outlined in this policy, which we require everyone to observe. Publication and commentary on social media carry similar obligations to any other kind of publication or commentary in the public domain.

This policy is intended for all staff members at all levels, volunteers, and trustees. This policy applies to content posted on both a *personal* device and a device that is the property of The Harmony Project. Staff must read this policy before engaging in work-related social media activity.

Setting out the social media policy
This policy sets out guidelines on how social media should be used to support the delivery and promotion of The Harmony Project including the use of social media by staff in both a professional and personal capacity. It explains what you need to be aware of when interacting in these spaces and is designed to help staff support and expand our official social media channels, whilst protecting the charity and its reputation.

Internet access and monitoring usage
The Harmony Project operates on a remote working model, so there are currently no access restrictions in place for our team to any social media sites. On working days, staff are permitted to make reasonable and appropriate use of personal social media activity during lunch breaks, but usage should not be excessive and interfere with duties.

Point of contact for social media
Our Marketing Lead is responsible for the day-to-day publishing, monitoring and management of our social media channels. If you have a specific question about any aspect of these channels, please speak to the Marketing Lead or the Content Development Lead. No other staff member can post content on The Harmony Project 's official channels without the permission of the Marketing Lead or Content Development Lead.

Which social media channels do we use?
The Harmony Project uses the following social media channels:

Facebook: @HarmonyOrgUK

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@HarmonyOrg UK

Instagram: @harmonyorguk
LinkedIn: @The Harmony Project UK

The Harmony Project uses LinkedIn to engage with topics that are related to education, education for sustainability and the future of education, and to highlight the work of other aligned organisations. Instagram and Facebook are also used to promote the charity's webinars, events, podcasts and news that might be of relevance to its supporters.

Instagram and Facebook are used to promote educational resources, podcasts and audio-visuals in the form of reels and posts. Both platforms are also used to promote webinars and assets of other aligned organisations.

The Harmony Project's audience engagement compromises of:

- Facebook: 25 – 60 year olds, predominantly female, interested in education, sustainability, nature-based education, alternative education, home schooling.

- Instagram: as above.

- LinkedIn: education leaders, individuals interested in food education, climate change and sustainability education and education policy and reform, primary school teachers, headteachers, education and environmental campaigners, school leaders, parents.

Guidelines

Using The Harmony Project's social media channels — appropriate conduct

1. The Marketing Lead is responsible for the administration and management of The Harmony Project's social media channels. Only those authorised by the Marketing Lead or the Content Development Lead will have access to these accounts.

2. Our Marketing Lead responds to comments regularly throughout the working week.

3. Be an ambassador for our brand. Staff should ensure they reflect The Harmony Project's values in what they post and ensure that posts consistently reflect our messaging, language choice and tone of voice.

4. Ensure that all social media content has a purpose and benefits The Harmony Project whilst accurately reflecting The Harmony Project's agreed position. If unsure, please check with the Marketing Lead, the Content Development Lead or the Director of The Harmony Project.

5. Bring value to our audience(s), answer their questions, help and engage with them.

6. Take care with the presentation of content. Make sure that there are no typos, misspellings or grammatical errors. In addition, check the quality and alignment of images reflecting The Harmony Project's values.

7. Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.

8. If staff outside of the communications team, wish to contribute towards social media, whether non-paid or paid for advertising, we politely request that they speak to the Content Development Lead and/or Marketing Lead t in the first instance to agree a plan.

9. Staff shouldn't post content about supporters or service users without their expressed permission. If staff are sharing information about supporters, service users or third-party organisations, this content should be clearly labelled so our audiences know it has not come directly from The Harmony Project. **If using interviews, videos or photos that clearly identify a child or young person, staff must ensure they have the consent of a parent or guardian before publishing on social media.** To obtain consent, please use the 'Image Consent Form' which can be found in '*The Harmony Project Child Protection and Vulnerable Adults Safeguarding Policy, Procedures and attached to this policy.*

10. Always check facts. Staff should not automatically assume that material is accurate and should take reasonable steps, where necessary, to seek verification. For example, by checking data/statistics and showing awareness of photo manipulation.

11. Be honest. Say what you know to be true and identify the source. If you've made a mistake, don't be afraid to admit it.

12. Staff should refrain from offering personal opinions via The Harmony Project's social media accounts, by either: directly commenting or indirectly 'liking', 'sharing' etc. If you are in doubt about

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The Harmony Project's position on a particular issue, please speak to the Director of The Harmony Project.

13. It is vital that The Harmony Project does not encourage others to risk their personal safety or that of others, to gather materials. For example, a video of a stunt.

14. Staff must not encourage people to break the law to supply material for social media, such as using unauthorised video footage. All relevant rights for usage must be obtained before publishing material.

15. Staff should not set up other Facebook groups or pages, or any other social media channels on behalf of The Harmony Project. This could confuse messaging and brand awareness. By establishing official social media accounts, the communication team can ensure brand consistency and focus on building a strong following.

16. The Harmony Project is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. We have every right to express views on policy, including the policies of parties, but we can't tell people how to vote.

17. If a complaint is made on any of The Harmony Project's social media channels, staff should seek advice from the Director before responding.

18. At times, issues can arise on social media which can escalate into a crisis situation because they are sensitive or risk serious reputational damage to the charity. The nature of social media means that complaints are visible and can escalate quickly. Not acting can be detrimental to the charity.

The Harmony Project's communications team regularly monitors our social media space for references to The Harmony Project, so we can identify any issue or problem early. If a situation could develop or has already developed into a crisis, the Marketing Lead will:

- Assess the problem and inform the Director of The Harmony Project and/or the Content Development Lead about the issue.
- Agree a formal stance or response with the Director.
- Create social media messaging or 1:1 responses if required, as approved by the Director.
- Remove, alter or review any scheduled posts for that week to ensure that future messaging is scheduled to avoid clashing with the post in question.
- Ensure that future posts are sensitive in relation to this issue so the situation does not escalate in the future.

If staff outside of the communications team become aware of any online comments that they think could have the potential to escalate into a crisis, whether on The Harmony Project's social media channels or elsewhere, they should speak to the he Marketing Lead immediately, who will assess, record and action next steps. A record sheet can be found on SharePoint under '*THP Social Media Incident Record'.*

Use of personal social media accounts — appropriate conduct

This policy does not intend to inhibit personal use of social media but instead flags up those areas in which conflicts might arise. The Harmony Project staff are expected to behave appropriately, and in

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ways which are consistent with The Harmony Project's values and policies, both online and face-to-face.

1. Be aware that any information you make public could affect how people perceive The Harmony Project. You must make it clear when you are speaking for yourself and not on behalf of The Harmony Project. If you are using your personal social media accounts to promote and talk about The Harmony Project's work, you must use a disclaimer such as: "The views expressed on this site are my own and do not necessarily represent the position, opinion or policies of The Harmony Project."

2. Staff who have a personal blog or website which indicate in any way that they work at The Harmony Project should discuss potential conflicts of interest with their line manager and with the Director. Similarly, staff who wish to start blogging and state that they work for The Harmony Project should discuss any potential conflicts of interest with their line manager and with the Director of The Harmony Project.

3. Those in senior management, and specialist roles who are well known in their field of expertise, must take particular care as publishing personal views may be misunderstood as expressing the view of The Harmony Project.

4. Use common sense and good judgement. Be aware of your association with The Harmony Project and ensure your profile and related content is consistent with how you wish to present yourself to the general public, colleagues, partners and funders.

5. The Harmony Project works with high-profile individuals and organisations. We politely ask that you refrain from approaching high profile contacts from your personal social media accounts by asking them to support the charity, as this could hinder any potential relationships that are being managed by the Director of The Harmony Project.

6. If you have any information about high profile individuals that have a connection to our cause, or if there is anyone you think would like to support the charity, please speak to the Director.

7. If a staff member is contacted by the press about their social media posts that relate to The Harmony Project, they should talk to the Director immediately and under no circumstance respond directly.

8. The Harmony Project is not a political organisation and does not hold a view on party politics or have any affiliation with or links to political parties. When representing The Harmony Project, staff are expected to hold The Harmony Project's position of neutrality. Staff who are politically active in their spare time need to be clear in separating their personal, political identity from The Harmony Project and recognise the importance of avoiding potential conflicts of interest.

9. Never use The Harmony Project's logo or trademarks unless approved to do so. Permission to use logos should be requested from the Director, the Marketing Lead and/or Content Development Lead.

10. Always protect yourself and the charity. Be careful with your privacy online and take caution when sharing personal information. What you publish is widely accessible and will be in existence for a long time, so do consider the content carefully. When you are using social media sites at work, it is important that you do so safely. You can find more information on your responsibilities when using our computer systems in our Online Safety Policy.

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11. Think about your reputation as well as that of the charity. Express opinions and manage differences of opinion with respect. Passionate discussion and debate are healthy but professional integrity must be upheld at all times whilst respecting others and their views.

12. We encourage staff to share posts that we issue. When online in a personal capacity, you might see opportunities to comment on or support The Harmony Project and the work we do. Where appropriate and using the guidelines within this policy, we encourage staff to do so as this provides a human voice and raises our profile. Please report any content that is controversial or misrepresented, to the Director, who will respond appropriately.

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Further guidelines

Libel
Libel is when a false written statement that is damaging to a person's reputation is published online or in print. Whether staff are posting content on social media as part of their job or in a personal capacity, they should not bring The Harmony Project into disrepute by making defamatory comments about individuals or other organisations or groups.

Copyright law
It is critical that all staff abide by the laws governing copyright, under the Copyright, Designs and Patents Act 1988. Never use or adapt images or written content of others without permission. Failing to acknowledge the source/author/resource citation, where permission has been given to reproduce content, is also considered a breach of copyright.

Confidentiality
Any communications that staff make in a personal capacity must not breach confidentiality. For example, information meant for internal use only or information that The Harmony Project is not yet ready to disclose i.e. a news story that is embargoed for a particular date. Please refer to our *Confidentiality Policy* (currently under development) for further information.

Discrimination and harassment
Staff should not post content that could be considered discriminatory against, or bullying or harassment of, any individual on a personal account or on an official Harmony Project social media channel. For example, by:

- making offensive or derogatory comments relating to sex, gender, race, disability, sexual orientation, age, religion or belief.
- using social media to bully another individual.
- posting images that are discriminatory or offensive or links to such content.

Lobbying Act
Charities are legally allowed to campaign to bring about a change in policy or law to further their organisational purpose. In most cases, spending on charity campaigns that are in accordance with charity law will not be regulated under electoral law. However, the Lobbying Act, which was passed in January 2014, states that during national elections (known as regulated periods) spending on campaigning activities may be regulated.

Charities which spend more than £20,000 in England or £10,000 in Scotland, Wales or Northern Ireland, during the regulated period, need to register with the Electoral Commission. To abide by the Lobbying Act, campaigning activities on social media must not be seen as intending to influence people's voting choice. During these periods, all campaigning activity will be reviewed by the Content and Resources Manager.

Use of social media in the recruitment process
Recruitment should be carried out in accordance with the *Recruitment Policy* (currently under development), and associated procedures and guidelines. Any advertising of vacancies should be done with the consent of the Director (vacancies are shared routinely on LinkedIn and Facebook). There should be no systematic or routine checking of online social media activity for any candidate

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during the recruitment process, as conducting these searches might lead to a presumption that an applicant's protected characteristics, such as religious beliefs or sexual orientation, played a part in a recruitment decision. This is in line with *The Harmony Project's Equality, Diversity and Inclusivity Policy*.

Protection and intervention

Social networking sites are responsible for measures of protection and intervention in the first instance. Social networking sites offer various models of interventions. For more information, refer to the guidance available on the social networking site itself - for example, Facebook. However, if a staff member considers that a person/people is/are at risk of harm, they should report this to the Director immediately.

Under 18s and vulnerable people

Young and vulnerable people face risks when using social networking sites. They may be at risk of: bullying, publishing sensitive and personal information on their profiles, or becoming targets for online grooming.

Where known, when communicating with young people under 18 years-old via social media, staff should ensure the online relationship with The Harmony Project follows the same rules as the offline 'face-to face' relationship. Staff should ensure that young people have been made aware of the risks of communicating and sharing information online and been given guidance on security/privacy settings as necessary. Staff should also ensure that the site itself is suitable for the young person and The Harmony Project's content and other content is appropriate for them. Please refer to *The Harmony Project's Child Protection and Safeguarding Polic* and *The Online Safety Policy.*

Responsibilities and breach of policy

All take responsibility for their own compliance with this policy. Participation in social media on behalf of The Harmony Project is not a right but an opportunity, therefore it must be treated seriously and with respect. For staff, breaches of policy may incur disciplinary action, depending on the severity of the issue. Please refer to your contract for further information on disciplinary procedures. Staff should seek advice from the Head of Business Development and Operations if they are unsure about any possible breach of policy.

Public Interest Disclosure

Under the Public Interest Disclosure Act 1998, *The Harmony Project's Whistleblowing Policy* must be initiated if a staff member releases information that is in the interest of the public through The Harmony Project's social media channels before any further action is taken.

Useful contact details

Clare Long
Events & Project Coordinator
clare@theharmonyproject.org.uk

Julia Jones
Head of Business Development & Operations
julia@theharmonyproject.org.uk

Out of hours, please contact:

Richard Dunne
Director
richard@theharmonyproject.org.uk